

# Governor's STEM Academy Brief



Office of Career and Technical Education Services

VOLUME 35

AUGUST 13, 2014

The purpose of the monthly brief is to provide information, resources, and a networking vehicle to support the STEM (science, technology, engineering, and mathematics) Academies in Virginia.

## GOVERNOR'S STEM ACADEMIES SPOTLIGHT

Kyle Forst, a student at Bridging Communities Regional Career and Technical Center, New Kent, Virginia, was declared the winner of the 2014 Microsoft Office Specialist (MOS) U.S. National Championship Microsoft Word 2010® event in Atlanta on June 24. The champions in each MOS software application event, along with a chaperone, have won an all-expense-paid trip to participate in the 2014 MOS World Championship in Anaheim, California, July 27–30.

## CAREER LINKS—MARKETING

- [Careers in Marketing](#) offers information on rewarding and interesting jobs in marketing fields such as retailing, product management, and market research and provides links to other valuable sites like listings of marketing jobs, firm listings, and recommended books.
- The [Bureau of Labor Statistics](#) offers up-to-date information on career opportunities in various fields of Marketing.
- [Career Cluster Employment Projections, 2010–2020](#) presents an overview of changes predicted for career clusters, including Marketing.
- [Career Cluster Predictions: Employment Opportunities in 2018](#) gives the NASDCTEc-sponsored report on employment projections for 2008–18, prepared by the Center on Education and the Workforce (CEW) at Georgetown University. The report focuses particularly on the issue of changing education requirements.
- [Guide to Careers in Advertising](#) shows students career possibilities and educational requirements and gives advice on interviewing with an advertising agency.
- [Web-based business and marketing courses](#), including Marketing 101, are available at no charge from the Small Business Administration's site.

## GRANTS AND OPPORTUNITIES

- The [Governor's Challenge in Economics and Personal Finance](#) is an online and live competition open to teams of Virginia high school students to participate within their state region in order to earn the option to advance to the live state competition.

## INSTRUCTIONAL STRATEGIES

- Explore MOOCs for relevant marketing courses, such as the following from [Coursera](#):
  - [An Introduction to Marketing](#)
  - [Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship](#)
  - [The Global Business of Sports](#)
  - [Managing Fashion and Luxury Companies](#)

- Resources on interactive advertising, mobile advertising, game advertising, and related topics include [XAPPmedia](#), [blurbIQ](#), [In India](#), [Mobile Ads Mean Phone Calls](#), [Mobile Marketing Association](#), and [Interactive Advertising Bureau](#).
- Looking for new resources on diversity in marketing? See [Better Business: How Hispanic Entrepreneurs Are Beating Expectations and Bolstering the U.S. Economy](#).
- Ethics in marketing is the focus of [Corporate Irresponsibility? Fashion's Hidden Cost in Bangladesh's Garment Industry](#) and [Selling Ethical Fashion to the Whole Foods Set](#).
- General marketing lesson plans can be found at [Marketing: Curriculum](#), [Knowledge@ Wharton High School](#); [OpenEd](#); [Cool List of Marketing Resources for Educators](#); [Principles of Marketing Tutorials](#); and [Great Ideas for Teaching Marketing](#).
- American Marketing Association offers [Case Studies](#), [Dictionary](#), and [Student Career Resources](#) as classroom resources.
- Sites for classroom lessons and activities for fashion marketing teachers include [Berg Fashion Library and FIDM/Fashion Institute of Design & Merchandising](#), plus [Wearable Technology – Market Assessment](#), [High Tech Clothing](#), and [High tech fabrics: Material benefits](#) for technological resources related to fashion.
- [Fundamentals of Sports Marketing](#) (PowerPoint), [Teachable News—Sports Marketing](#), and Glencoe's [Sports & Entertainment Marketing](#) provide instructional slide shows and news items appropriate for the sports marketing classroom.
- Teachers and students of marketing management may be interested in [Advertising and Marketing Review](#) (see [Feature Archive](#)), [Entrepreneur](#) (see [Marketing Basics](#)), and [Score](#).
- [Foreign Trade On-Line](#) is a B2B resource for companies who market their goods and services globally. It includes links to trade terminology, news, measurements/conversions, and import/export aids, as well as an introductory entrepreneurship guide titled [How to Start and Operate Your Own Profitable Import/Export Business at Home](#).
- [KnowThis.com](#) provides extensive coverage of marketing and marketing-related areas, including marketing basics, market research, advertising, Internet marketing, and sales.
- [Small Business Law](#) provides tools for establishing a small business and assistance with legal forms and legalities related to small businesses.
- [Free innovative educational content](#) on financial literacy, entrepreneurship, and leadership help with lesson planning and classroom instruction.

---

For more information, contact Judith Sams, editor, Office of Career and Technical Education Services, at [cte@doe.virginia.gov](mailto:cte@doe.virginia.gov) or by telephone at 804-371-0196.

---